

Ella Jackson

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Technical Skills:

- I have been published by the Times Education Supplement, Stylist, The Upcoming, The Tab and more. Previously, I have also had poetry published.
- I've guest-spoken at events such as the Federation of Small Businesses on topics such as social media and business growth.
- During lockdown I created multiple groups relating to my career and passion. One of the groups is called Shattered Ceiling Networking, a monthly networking group for young freelancers and creatives and another is The Nocturnal Nature Club, a monthly writing circle for writers and poets where we share our work.
- I am knowledgeable on all social media platforms and I know how to change my tone of voice for each. Platforms I am well-informed in include: Facebook, Twitter, Instagram, LinkedIn and more
- In my career I have used many Adobe programmes such Photoshop, InDesign and Illustrator, and also have experience with CMS systems.

Work Experience:

April 2020 – Ongoing: Freelance Copywriter and Social Media Specialist at EJ Writes.

Full-time, freelance position: *EJ Writes is the sole trading title that I operate under.*

- I've worked with e-commerce companies writing product description, email campaigns and newsletters, and also website alterations.
- For multiple clients, I've rewritten websites and created copy for upcoming projects.
- I've also worked as a white-label copywriter, working under various company titles.
- My main aim is to work with businesses to create fresh and attractive content. The content has varied, but my work has been aimed toward: app development, pet care, social media, feng shui, interior design, business development, and more.
- I also run and develop social media strategies for companies, both organic and paid – of which, their reach has doubled.

April 2018 – March 2020: Social Media Executive for The Times Educational Supplement (TES)

Full-time contract: *The Times Educational Supplement are a national weekly magazine that specialises in the education sector.*

- Day-to-day, I oversee the Twitter, Facebook, Instagram and LinkedIn pages for TES, scheduling articles and writing the copy for each. I balance these two channels alongside the TES Jobs Twitter and Facebook pages, which are also updated daily.

- I am also in charge of the Class Book Reviews. Here, I am trusted to commission writers, contact publishing houses and select books that I believe would be suitable for reviewing. I have a tight schedule and ensure a new review goes out every week. Once the reviewers copy comes through to me, I edit it, liaise with the art team for the appropriate image, upload it to the CMS and schedule it for social media.
- For social media, I keep a schedule of any important holidays applicable to TES (such as World Teachers Day) and create engagement campaigns and hold giveaways in conjunction with the event.
- Through social media, I keep an eye out for trending content or popular blogs that could work for online. Whether that is a potential features piece, a breaking news piece or looking for blog writers to write a comment piece.
- I keep a close relationship with the features team and have pitched ideas to both the features editor and deputy editor before, of which, many ideas have been successful and resulted in my articles being published online
- My articles have also given me the opportunity to interview numerous people, through the telephone and face-to-face, I also have reported at events using a Dictaphone and transcribed on the job, and even, spoken on our weekly podcast about articles and events from that week's magazine.
- Every week, I format the TES app through the CMS. This process includes editing any misprints, uploading and preparing the correct images, tagging the article and formatting the headlines.
- Currently, I am entrusted with representing the brand at conferences and debate evenings. I frequently attend the monthly debates which are held at the Institute of Education (IoE), here I live tweet the debate and network with the appropriate people.
- Alongside this, I also keep a monthly social media report which details our competitors, our growth and our weaker spots.
- TES hold three awards shows a year. For each, I write and prepare the social media copy, both, in the lead up and on the night. On the night itself, I live tweet the winners as they are announced, and every year I guarantee that our curated event hashtag is trending on Twitter.

January 2018 – April 2018: Marketing Officer for BLS English

Part-time contract: *BLS English offer English courses to students and adults from abroad.*

- I oversaw their social media accounts, updating them with new and original content. This content has been shown and proven to encourage growth on each site.
- I created digital content: from making and editing videos to capturing photos.
- I also created weekly MailChimp email blasts, each time making sure there was a new and individual tone of voice.
- I wrote articles and blog posts for the BLS English website, and then, uploaded these through WordPress.

November 2017 – February 2018: Advance Supplies as an in-house Junior Copywriter

Temporary contract: *Advance Supplies are a b2b retailer*

- Writing product description and using meta-tagging tactics.
- Writing convincing taglines and description for sales copy.

- Design work, such as creating posters and testimonials.
- Writing and creating blog posts.
- Vigorously researching each product to a deadline.

Education:

- **University of Worcester, Worcester**
September 2013 – May 2016
BA (Hons.) English Literary Studies & Media and Cultural Studies - 2:1
- **Suffolk One Sixth Form, Ipswich**
September 2011 – June 2013
3 A-levels
- **Stoke High School, Ipswich**
September 2007 - June 2011
6 GCSEs ranged A-C

Volunteering:

January 2019 – Ongoing: Blogger and owner of It's All Coming Up, Rosy

March 2018 – April 2018: Editorial Assistant for John Catt Educational Publishing

- I researched and fact-checked their new educational guide.
- Proof read and edited any mistakes that may have been made or needed correcting.
- I worked closely with programmes such as Microsoft Access and Publisher, as well as Adobe InDesign.

April 2017 – September 2017: Writer for Seen in the City

March 2017 – September 2017: Writer for The Upcoming

February 2017 – August 2017: Assistant to Denise Brown Stylist

Interests and Achievements:

Blogging: In my spare time I run a lifestyle and poetry blog, alongside this, I also run two micro-Instagram account. One dedicated to lifestyle and wellness, and another to poetry and writing.

Travel: After my time at university, I travelled America for three months. I did this through Camp America and worked at a summer camp for disadvantaged children in Washington State.

Writing: In my spare time I enjoy writing creatively as I feel it is such a wonderful outlet. Alongside, having a poem published, I have also finished the first draft of my novel and I'm currently working on a play.